Permit #F00027148-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027148-A **Type of Permit:** FILMING **Release Date:** 04/21/2010

Production Company HOUSE OF USHER

Insured Company Name HOUSE OF USHER
Contact Phone No. 1 310-586-0055
Contact Phone No. 2
Fax
Address 2014 BROADWAY
SANTA MONICA, California 90404

Production Title KOOL AID

Type of Production Commercial - Standard

Producer Craig Repass

Director Kinka Usher

1st AD TBD TBD

Production Manager Valerie Thomas

FilmL.A. Coordinator Asia Robinson

Location Manager Dave Ferdig
Primary Phone Office - 310-586-0055
Secondary Phone Mobile - 818-398-3271

Location Assistant Dave Ferdig
Primary Phone Mobile - 818-398-3271
Secondary Phone

Fees

Posting 600	$104.00
Posting 1200	$104.00
Notification Charge	$465.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$342.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LAUSD DEPOSIT	$500.00
LAUSD HALF DAY PARKING - ELEMENTARY SCHOOL	$635.00
LAUSD BASECAMP-CATERING USE FEE	$500.00

Total Permit Fee $3,200.00

Number of Locations 3

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Summary Information — Location

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Production Company HOUSE OF USHER
Insured Company HOUSE OF USHER
Production Title KOOL AID

Location Manager Dave Ferdig
Primary Phone Office - 310-586-0055
Secondary Phone Mobile - 818-398-3271

Location Address 5858 Shoup Ave, Los Angeles, CA, 91367

Location Names

Location Type Park

Location Description WOODLAND HILLS REC CENTER

Film Dates 4/22/2010 - 4/22/2010 06:00 - 14:00

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Microsoft Word - A Standard Guidelines.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	58
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	10
Rec & Park Monitor required	1

Filming Activities Equipment on property; Exterior Dialogue; Kids playing on playground equipment.; Talent dressed in Kool Aid Costume. Kool Aid man and Soda man playing hopscotch. Painting water base hopscotch lines on the concrete near the playground area.;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note WALKTHRU AND SPOT CHECK FOR BASECAMP APPROVED BY INSP. ROTH

Coordinator Note ONE PARK MONITOR REQUIRED 0600-1400 HRS

Coordinator Note RIDER A RELEASES LOCATION

Parking

Base Camp
Location Type : LAUSD Property
Street : Collins Street School @ Rudnick &

Crew Parking
Location Type : LAUSD Property
Street : Collins Street School at Rudnick & Miranda

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Summary Information — Location

Permit Number	F00027148-A	**Location Manager**	Dave Ferdig
Production Company	HOUSE OF USHER	Primary Phone	Office - 310-586-0055
Insured Company	HOUSE OF USHER	Secondary Phone	Mobile - 818-398-3271
Production Title	KOOL AID		

	Miranda St.		St.
Posting "No Parking" signs	S/S of Miranda St from Rudnick Av going west for 600 feet.		
Approximate Footage	301 - 600	**Log Number**	1013731
Date(s)	4/22/2010 to 4/22/2010	**Time(s)**	05:00 to 15:00

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Summary Information — Location

Location 2 of 3

Permit Number F00027148-A
Production Company HOUSE OF USHER
Insured Company HOUSE OF USHER
Production Title KOOL AID

Location Manager Dave Ferdig
Primary Phone Office - 310-586-0055
Secondary Phone Mobile - 818-398-3271

Location Address 22647 Ventura Blvd, Woodland Hills, CA, 91364

Location Names

Location Type Retail Business

Location Description

Film Dates 4/22/2010 - 4/22/2010 12:00 - 20:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	58
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	10

Where are the extras holding? 22647 Ventura Blvd

Filming Activities Equipment on property; Equipment on sidewalk only.; Interior and exterior dialogue; Camera and lights on sidewalk.;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note RIDER A RELEASES LOCATION

Parking

Base Camp
Location Type : Location
Street : Location and posted area

Crew Parking
Location Type : Location
Street :

Posting "No Parking" signs
1) E/S of Ponce Av from Ventura Blvd to Mariano St
2) S/S of Mariano St from Ponce Av going east for 300 feet.

Approximate Footage 901 - 1200 **Log Number** 1013732

Date(s) 4/22/2010 to 4/22/2010 **Time(s)** 07:00 to 22:00

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Summary Information — Location

Location 3 of 3

Permit Number F00027148-A
Production Company HOUSE OF USHER
Insured Company HOUSE OF USHER
Production Title KOOL AID

Location Manager Dave Ferdig
Primary Phone Office - 310-586-0055
Secondary Phone Mobile - 818-398-3271

Location Address 11377 Burbank Blvd, North Hollywood, CA, 91601

Location Names

Location Type Restaurant

Location Description

Film Dates 4/26/2010 - 4/27/2010 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	58
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	10
Spot Check	1

Filming Activities Equipment on property; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note RIDER A RELEASES LOCATION

Parking

Base Camp
Location Type : Location
Street : Location and posted area

Crew Parking
Location Type : Location
Street :

Posting "No Parking" signs 1) E/S of Tujunga Av from Burbank Blvd going North for 300 feet
2) N/S of Burbank Blvd from Tujunga Av going east for 300 feet.

Approximate Footage 301 - 600 **Log Number** 1013733

Date(s) 4/26/2010 to 4/27/2010 **Time(s)** 06:00 to 22:00

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

F-27148
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KOOL AID
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- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- APPROVED TO PAINT HOPSSCOTCH LINES WITH WATER BASE PAINT CONCRETE NEAR PLAYGROUND AREA.

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